

ANNUAL REPORT 2003

A Year Of

PROGRESS

A Generation Of

COMMITMENT



send

SOUTHEAST NEIGHBORHOOD DEVELOPMENT

A YEAR OF PROGRESS

Twenty years seems like a long time to work toward a goal. But that's how long Southeast Neighborhood Development (SEND) has been working to make the near southeast side of Indianapolis a better place to live, visit, and do business—and sometimes, it seems as if the time has passed in the blink of an eye.

In 2003, SEND celebrated its 20th anniversary. In 2003, we completed our three-year strategic plan to help develop business, improve opportunities, and provide high-quality, affordable housing in the area we serve. And 2003 was a milestone year in a number of other ways, as well:

- We were awarded one of Indianapolis's first Charter Schools, to be known as Southeast Neighborhood School of Excellence (SENSE), by the office of the Mayor of Indianapolis. SEND pursued sponsorship of the innovative new neighborhood educational facility with support from the Annie E. Casey Foundation.
- We celebrated the sale of our 100th low- to moderate-income home. To date, SEND has renovated or built more than 600 homes and apartments for low- to moderate-income families on the near southeast side.
- We were named one of the city's first five Cultural Districts, a program created by the Indianapolis Cultural Development Commission to attract visitors to Indianapolis's most interesting neighborhoods.
- We reopened the renovated Southeast Community Services Center as the Fountain Square Center to provide an even broader array of health, educational, employment, and support services following our \$5.6 million expansion project.

Over the past 20 years, we have also learned that community development is an ongoing, ever-changing process; we don't have time to rest on our laurels. In 2003, after much discussion about goals and objectives with community residents and business leaders, we also launched our new five-year strategic plan. We believe this plan will lead to even more growth, stability, and economic improvement for our community in the years ahead.

As we go forward, we'd also like to thank all of our partners and supporters who invest countless hours and untold reserves of effort and enthusiasm to help us in our mission. Without you, we simply could not have achieved the things we've accomplished in the past year, let alone the past twenty years. We accomplished many goals, and we've set aggressive new ones. Thanks in advance for your continued support.

Bill Taft
President
SEND

Michael Halstead
Chairperson
SEND

A GENERATION OF COMMITMENT

SEND Celebrates 20 Years Of Service

The 1970s brought all sorts of challenges to the near southeast side of Indianapolis. I-65 brought improved transportation...but destroyed thousands of homes, hundreds of businesses, and many schools and churches. It also cut a unified neighborhood into isolated pockets. Residents fled; businesses failed.

But in 1983, a group of area residents and businesspeople decided to do something about the problems. They created two community groups—the Fountain Square & Fletcher Place Investment Corporation and the Fountain Square Church & Community Project—that eventually merged to become Southeast Neighborhood Development, with a vision of positive transformation of this once-vital community.

SEND has been up to the challenge. Since 1991 alone, SEND has invested more than \$30 million in community development. It has become the largest community development corporation in Indianapolis, and its most productive. In addition to direct investment, SEND has leveraged many more millions of dollars in reinvestment by businesses, government, and neighborhood residents, all of which has led to a dramatic turnaround for the community we serve.



In 20 years, SEND has:

- Helped attract more than 20 new businesses to the area
- Renovated and/or built more than 600 homes and apartments
- Sold more than 100 homes to low- to moderate-income families
- Developed a number of successful community events to foster tourism and growth for area merchants
- Helped to develop and upgrade parks and community spaces, including Stacy Park, Hendricks Park, the Community Court, and the Fountain Square Center.

And these achievements are only a small part of the role SEND plays every day in helping near southeast side residents and business owners grow, succeed, and improve their quality of life.

SEND's achievements were noted and celebrated at a gala 20th Anniversary Celebration held Tuesday, October 28, 2003 at the Fountain Square Theatre. Mayor Bart Peterson was keynote speaker at the event, with musical entertainment provided by local resident and accom-

Continued on next page



Photo caption to come...

plished jazz violinist Cathy Morris and her band. At this event SEND recognized some of its key volunteers and staff members. Tonya Hunley was honored as Board *(Continued)* Member of the Decade, RJ and Judy Smith were given the Helen Fehr Award for community service, and Darrell Unsworth was recognized for his work as Director of Economic Development.

Already, one generation has grown up to see SEND make a clear difference on Indianapolis's near southeast side. Now we have the vision, the commitment, and the resources to start making a difference for the next generation and beyond.



HOMEOWNERSHIP HITS THE CENTURY MARK

SEND Welcomes Its 100th Homeowners To The Neighborhood

One of SEND's five key activities is creating and maintaining quality affordable housing which enhances the historic fabric of the neighborhood and empowers the poor through the creation of community and family assets. For the past 20 years, SEND has been investing in the rehabilitation and construction of homes and apartments in the Southeast community and making them available to low-to moderate-income families and individuals.

In 2003, SEND's housing program reached a milestone: we sold our 100th home. This formerly abandoned, century-old structure was completely rehabbed with financial support from the City of Indianapolis and HUD. Upon completion, it was sold to Jenette Bogren and Artur Silva at an affordable price. Affordability was critical to this young couple since Jenette raises funds for a non-profit and Artur is an emerging painter just starting to sell his work locally.

SENSE

EDUCATION THAT MAKES

City Awards SEND A New Charter School

While some communities are struggling with ideas about the future of primary education, the near southeast side of Indianapolis is taking a giant step forward. Autumn 2004 will witness the opening of Southeast Neighborhood School of Excellence (SENSE): an innovative, community-driven elementary school sponsored by SEND with support from the Annie E. Casey Foundation. This initiative is based on repeated the repeated call be neighborhood residents to dramatically improve the educational opportunities and accomplishments of neighborhood youth.



What is a charter school? It's an independent public school monitored by a designated entity—in this case a neighborhood-based board—that makes sure the school is operated efficiently and providing a superior education. It's designed to offer parents a choice, and to combine the best ideas of both public and private schools. Charter schools such as SENSE are free of tuition, and all students are encouraged to apply.

Charter schools are smaller than other public schools, and they're free of many of the regulations that must be followed within the school district. Educators are encouraged to design and implement innovative curricula—but overall educational standards are extremely high. The charter contract outlines strict academic standards that are overseen by an independent board of directors.

More than anything SENSE, located at 1601 South Barth Avenue, will be a neighborhood school, providing excellent new educational opportunities to near southeast side students. Students will utilize the Core Knowledge curriculum and learn solid basic reading, language, and math skills in a context of community service and exploration of neighborhood culture. In response to the neighborhood's large Spanish-speaking population, SENSE's program is designed to welcome students who come from Spanish-speaking homes while teaching all students Spanish language and Hispanic culture.

In 2004, SENSE will open with full-day kindergarten and classes for grades one through three. Eventually, the school will educate students through fifth grade. SEND is renovating an abandoned warehouse building as a permanent home for SENSE, as well as second charter school that will serve Middle and High School students. All in all, it's an educational idea that makes SENSE for the near southeast side.

CLOSE IN...

FAR OUT

Fountain Square Becomes A Cultural District

When you think about it, Indianapolis has such a diverse base of cultural attractions that it only makes sense to promote the city as a cultural destination. The Indianapolis Cultural Development Commission thought so, too. In 2003, they named five distinct neighborhoods as “Cultural Districts” and embarked upon a new program to help expand tourism while improving the quality of life for residents.

Not surprisingly, Fountain Square was named one of the city’s Cultural Districts (along with Broad Ripple, the Canal Walk, Mass Ave., and the Wholesale District). Not surprising, because Fountain Square has so much to offer tourists interested in culture, shopping, dining, and nightlife, including:

- *Annual events.* Masterpiece in a Day (September), Scare at the Square (October), Tonic Ball (November), Santa in the Square (December), Fat Tuesday at the Fountain (February), Art versus Art (May), Deco’ Down (June), and other great events draw big crowds for art, music, and fun.
- *Restaurants and attractions.* The restaurant community in Fountain Square is growing all the time. And the historic Fountain Square Theater with its duckpin bowling alleys, swing dancing, and other events is a perennial favorite with visitors.
- *Art galleries.* If you want to see what the up-and-coming artists are doing, Fountain Square is the place to be. The area includes more than 70 galleries and studios, with more artists arriving all the time.

Fountain Square Main Street has taken the lead in developing Fountain Square as a Cultural District. The Main Street Program is designed to improve all aspects of the business district; for example, in 2003, Fountain Square Main Street and SEND partnered with Santorini Greek Kitchen to move the restaurant to a larger space renovated to accommodate its growing business. Fountain Square Main Street also provides small business assistance; offers training programs in partnership with the University of Indianapolis; and hosts a Web site that promotes the area businesses and events.

In 2004, the Cultural District Program will begin to take shape, as Fountain Square gets a new logo, positioning statement, and other promotional assistance. People around the city—and across the nation—deserve to know about all the great things going on here.

Restaurant

NEW CENTER, MORE SERVICES

Fountain Square Center Opens In August



The community center known as Southeast Multi-Service Center is no more. But that doesn’t mean the invaluable services the center provided have gone away. They’ve been incorporated into the newly remodeled, expanded Fountain Square Center, which opened August 9, 2003 with a gala neighborhood party.

The center, at 901 Shelby Street, houses a number of impressive and much-needed services for neighborhood residents, including Southeast Communi-

ty Services, a Healthnet primary health care clinic, dental clinic, senior center, computer training lab, employment assistance, and University of Indianapolis learning programs. The expansion and redevelopment of the center’s facility was spearheaded by SEND, which worked to create a partnership among SCS, HealthNet, Inc., and the University of Indianapolis.

The \$5.6 million, 30,000 square foot project was completed last summer. Each of the partners occupies one floor of the facility—and each has expanded its services to the community.

Speakers at the dedication event included U.S. Senator Richard Lugar and Rep. Julia Carson, who together helped secure a federal grant for the expansion-renovation project. The project also received \$2.88 million from the United Way of Central Indiana’s capital grants program funded by the Lilly Endowment. The celebration also included food and refreshments, entertainment, free health screenings, demonstrations, and giveaways.

Better health care for families and seniors. Neighborhood residents trained to respond to new employment opportunities. A place for people to gather and learn about what’s happening in their community. That’s the new Fountain Square Center—another example of how SEND is working in the best interest of the people we serve.

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